

StreetGames – 2020/2021 Equality, Diversity and Inclusion report

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1. Introduction

Over the past year StreetGames has taken a considerable amount of time to develop and understand what Equality, Diversity and Inclusion looks like across the organisation. We took a deliberate approach to start this piece of work internally. Our strategy and action plan will be launched soon, however the work in this area has already been started by the EDI working group.

This report provides an overview of the current picture within StreetGames, as well as our reach and who we are engaging with through our interventions and workforce development. The report also highlights the work we have been doing in this area over the last year and our strategy for 2021-2025.

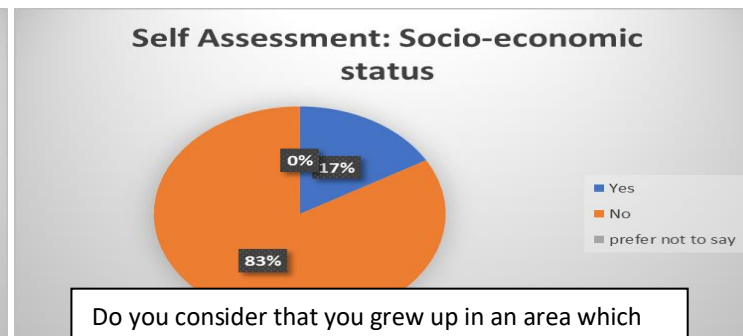
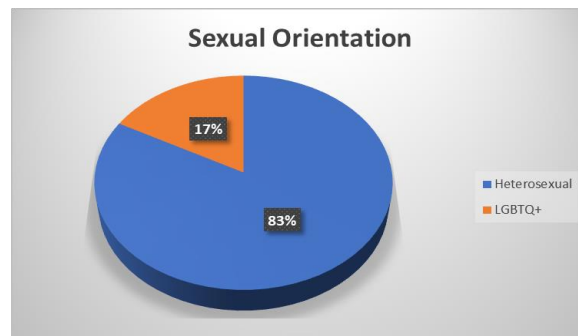
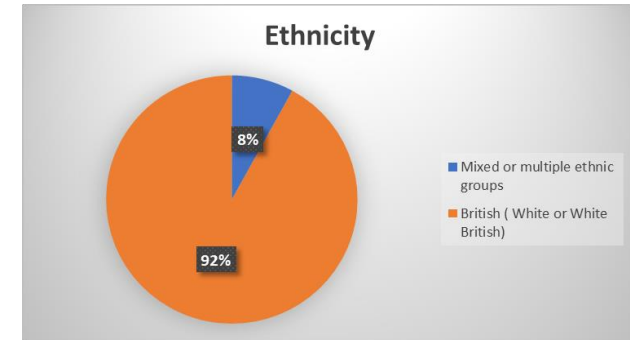
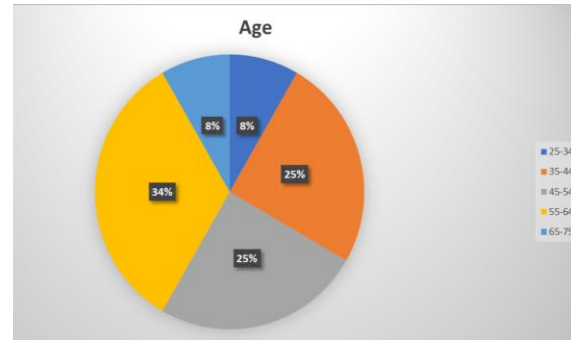
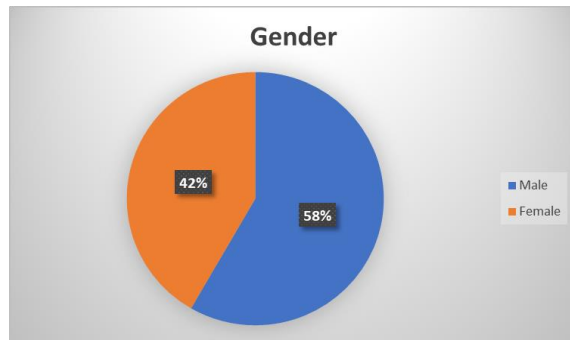
2. Our Trustees

The StreetGames Board is currently comprised of 12 Trustees.

Since our last review, we have been working with Perrett Laver (who are commissioned by Sport England) in order to ensure our recruitment pack and adverts are designed with Equality, Diversity and Inclusion embedded within them. With the expertise of Perrett Laver, we have developed a new recruitment pack.

To ensure our roles are reaching a diverse talent pool, we have advertised through multiple sources, including on our website, Charity Jobs, Guardian jobs, LinkedIn, through our active partnership networks, and via the channels of our existing trustees. In the last year we have recruited 4 new trustees to the Board with 22 applications of interest received for these roles.

A breakdown of our trustees:



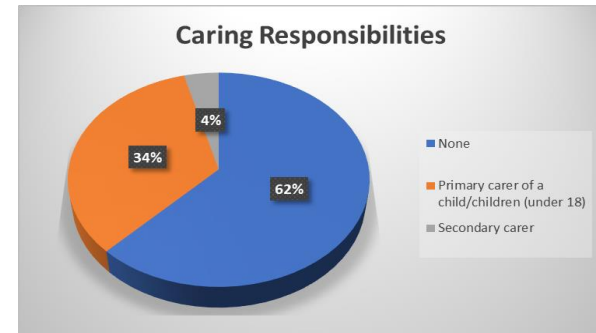
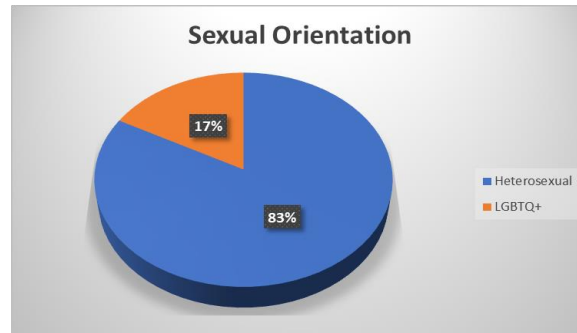
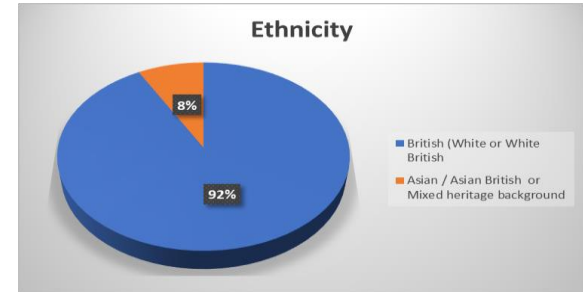
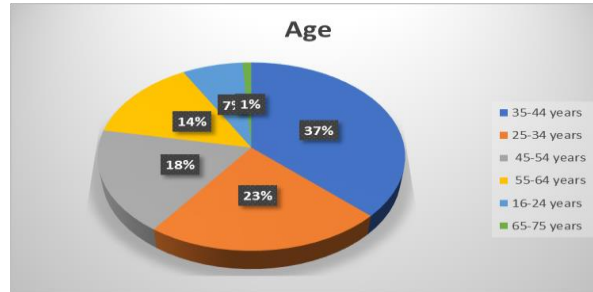
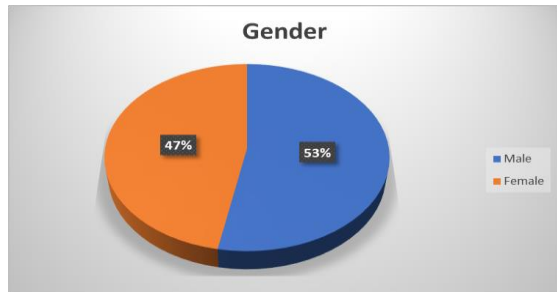
Do you consider that you grew up in an area which would be classed as high deprivation?

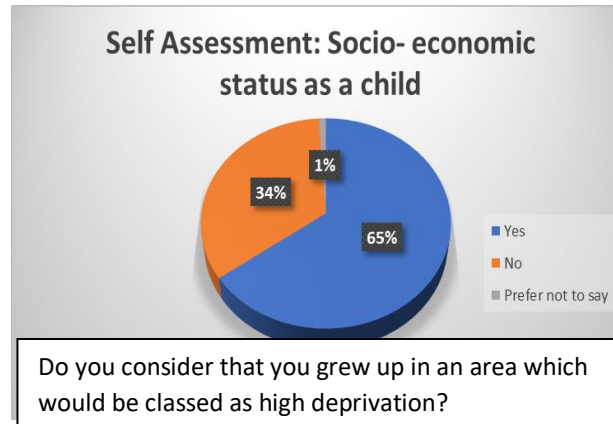
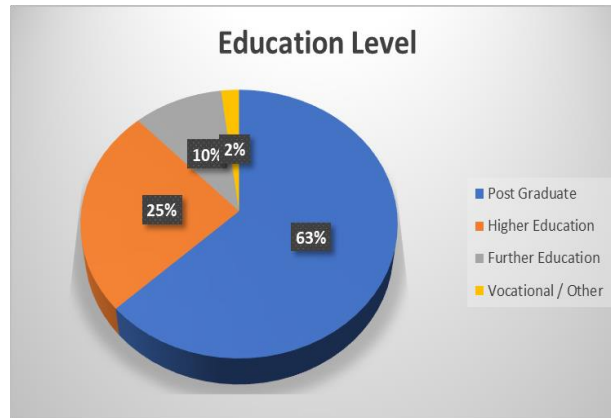
Currently none of the board members have declared a disability.

3. About our Staff

StreetGames currently employ 82 members of staff. This does not include contracted and casual staff. This section provides an overview of our staff profile from 2020/21.

Staff Breakdown





Summary

Over the last year, StreetGames has seen its workforce increase rapidly from 54 to 82 staff. Compared to last year, our gender split remains the same and we are well balanced in our representation of Male and Female. As a charity working to serve young people, we have invested in a younger workforce in order to support the organisations mission to better understand the market we work in to develop successful interventions.

StreetGames has made positive steps to ensure we create open and welcoming environments where people can be their whole selves without any fear or judgement. We openly promote our commitment to flexible working creating a supporting structure which potential employees can see as a benefit. As part of our interview process we hold 'Meet the Team' chats with StreetGames staff members for potential candidates to understand the organisation. The point of the Meet the Team element is for the candidate to see what it's like to work at StreetGames, meet team members not necessarily directly within the post's team, and see if the organisation is the right fit for them. Over the last year, our recruitment has seen our biggest increase in those who Identify as LGBTQ+ (17%) employed at StreetGames. As well as this, 37% of current staff have caring responsibilities which StreetGames support and accommodate.

We also recognise there are areas we need to develop further and our workforce needs to be more representative of the communities we serve and what we stand for. Compared to our last report, our staff ethnicity is still heavily White or White British (92%) and we have no staff identifying as Black. Of our current staff, 3% have declared disability, another area we want to work on in order to attract a diverse range of

audiences. 34% of staff declared they have lived experience of coming from LSEG backgrounds. As an LSEG charity, working with people who have lived experience of the work we are aiming to do is crucial to our mission success.

In order to support our recruitment drive to increase representation of all groups we will make more efforts to work with specific diverse organisations in sport in order to reach a wider audience. Wales have also taken a more specific drive in recruitment advertising across multiple locations including, Sport Wales (advertised in English and Welsh), Welsh Sports Association (advertised in English and Welsh), WCVA (Wales Council for Voluntary Action), CWVYS (the Council for Wales of Voluntary Youth Services). Over the last year they have advertised 34 roles.

We will also look to develop a “grow your own” programme as part of our 2021 – 2025 strategy in order to support plans for the long-term increase of movement from grassroots community sport into the StreetGames workforce and the wider sector.

4. Participants (England and Wales)

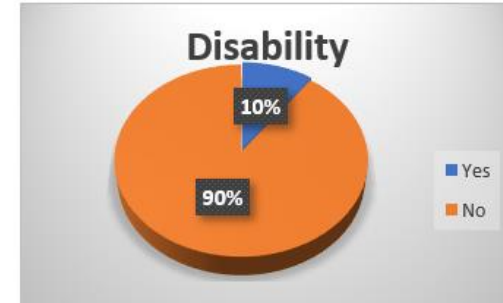
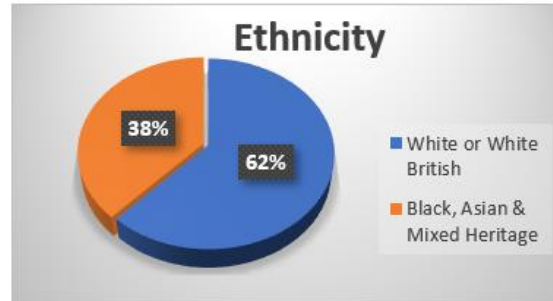
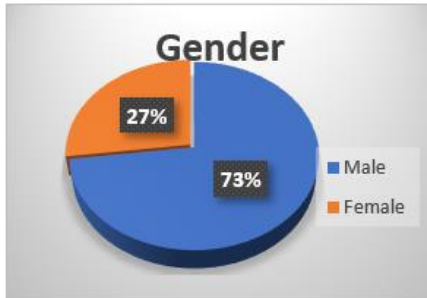
Due to the impact of the Covid-19 pandemic most LTOs within the StreetGames network have had to adapt, pause and in some cases stop their doorstep sport delivery during the past year due to local and national Lockdowns restrictions. As such, StreetGames ‘relaxed’ many of the formal requirements and deadlines relating to data monitoring and survey completion in order to prevent this being an additional burden on LTOs and instead provided more opportunities for shared learning and qualitative feedback.

As such, the demographic profile of participants shown below is from a much smaller sample of participants this year (n=3,735) than would normally be the case and comparisons with previous years should be treated with caution.

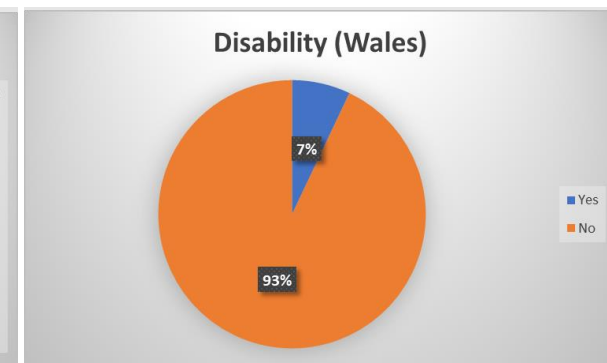
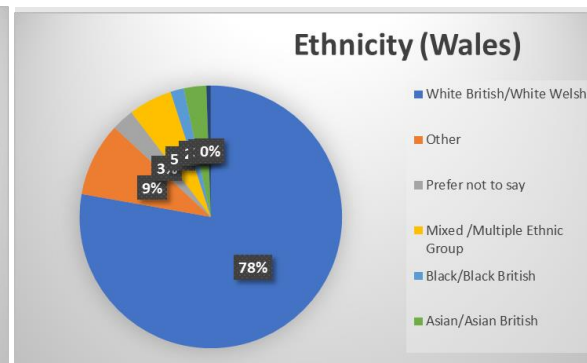
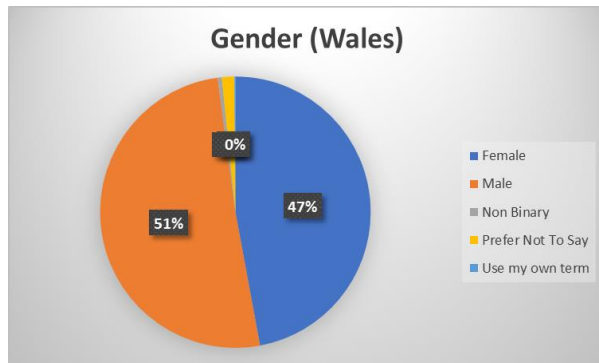
The demographic profile of participants for 2020-21 (from the sample recorded on the Views monitoring system) shows that doorstep sport activities provided by LTOs in the StreetGames network continue to engage with a high proportion of diverse communities. 78% of participants live in areas that are ranked within the two most deprived quintiles based on the Index of Multiple Deprivation (IMD) rankings of Lower Super Output Areas (LSOAs) - including 56% that live in an area ranked within the most deprived quintile – which is comparable with previous years.

26% of participants are females – which is slightly lower than in previous years and may be a result of the smaller sample size or may be down to the pandemic impacting more girls than boys, which some of reports have highlighted. 10% of participants indicate that they have a disability which is significantly higher than previous years (5% 2019/20 – 10% 2020/21) and perhaps should be treated with caution due to the sample size. However, we will continue to monitor this trend.

England Data:



Wales Data:



In order to delve deeper into participant's breakdown, our Research and Insight team are looking into a new approach of how we capture data and outcomes in order to ensure our resources are being used in the right places.

NB: A point to note, the majority of participants fall under the age of 16, and any data captured is through our LTOs and not participants directly. A detailed breakdown of our Monitoring reports can be accessed through the Insight and Research team.

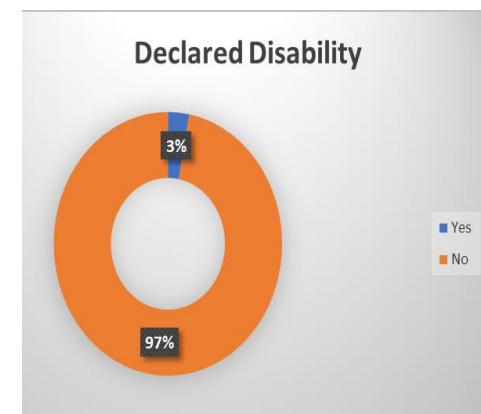
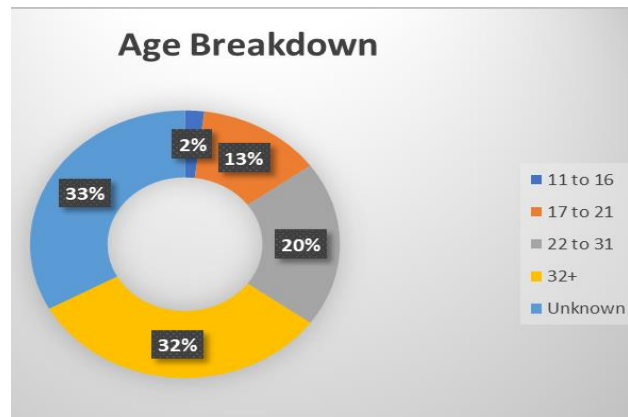
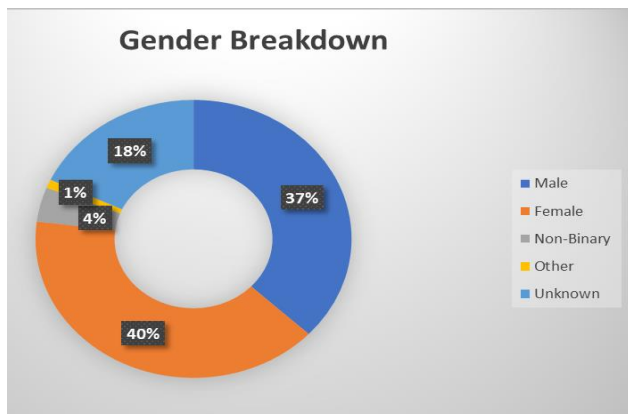
5. Workforce (England and Wales)

The split of Male and Female remains similar to last year, and we are now recognising the use of wider gender terms when asking people to complete their registration forms.

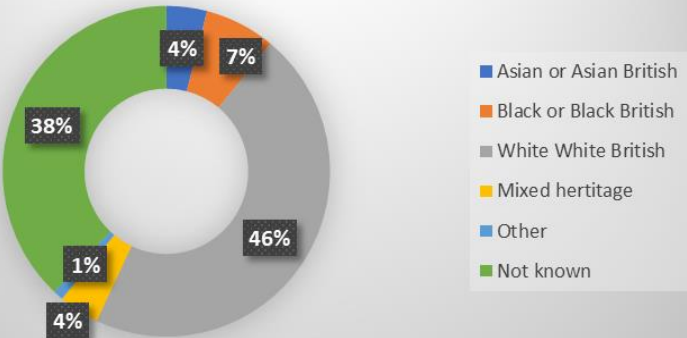
Our age profile shows we are attracting a fairly even split of young people (17-32) and 32+ taking part in our training. However, a large number are unknown age profiles (33%) so we need to do more to encourage people to complete the forms as accurately as possible in order to fully understand the demographics of those we are engaging with.

In comparison to last year we have seen a decrease in people accessing our courses from a disability background (12% 2020) and a slight decrease in those identifying as Black, Asian and or other ethnic groups. The number of those identifying as White has also decreased (82% 2020). This may be down to lack of access to digital resources, which has impacted those from lower-socio economic groups the most. However, 38% are also unknown which may be distorting the figures

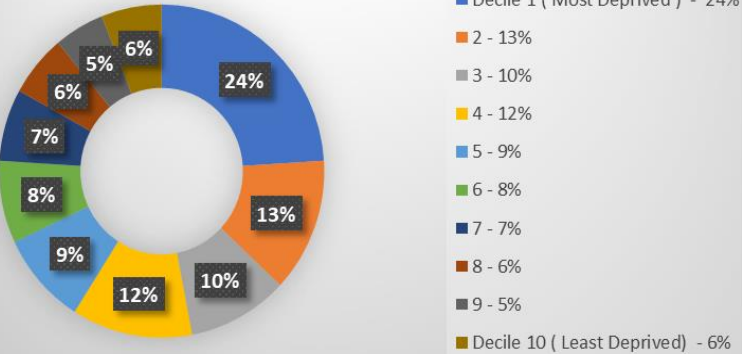
In line with our ethos of having a more reflective workforce of those we serve, 68% of our training has been delivered to those coming from decile 1-5 backgrounds.



Ethnicity Breakdown



IMD of people accessing SG training



6. StreetGames annual EDI survey feedback and recommendations

As part of our continued commitment to driving inclusion at StreetGames, staff completed an anonymous survey which told us:

What are we doing well?



72% of staff agree management encourage through their behaviour and actions on doing more when it comes to EDI



77% staff feel confident in addressing EDI within their everyday day role



99% feel StreetGames are committed and value EDI in the workplace



93% of staff are satisfied working with StreetGames

Staff also highlighted areas where we can better. The EDI group will look work on these recommendations over the coming year:

- **Education:** More in depth staff Education on various EDI topics
- **External:** Be more vocal externally on inequality faced by underserved communities
- **Representation:** Be more representative of those we serve

- **Safe Spaces:** Create spaces for more people with lived experiences of inequality to have a platform to share their stories and expertise
- **Resources:** More dedicated resource and time to turn our plans into positive action, leading to change

7. Training and continuous development

The creation of a CPD group at StreetGames has been put together in order to support staff with their own personal development and to better assist the organisation to develop staff as part of their commitment to progressing talent.

The CPD group will focus its development based on three principles of practice.



- **Best practice** - minimum requirements we expect all employees to do. Mandatory
- **Good practice** – opportunities provided by StreetGames through learning lunches & courses which everyone can take part in. Optional
- **My practice** – each individual work plan of commitment to this area of work and sharing any learning with StreetGames. Optional

Over the last year we have also been involved in two key development programmes including:

Mission Include:

Mission INCLUDE is a mentoring programme for individuals from under-represented groups. This programme and campaign bring together sporting organisations to create learning, development and inclusion across the sporting sector. Mentoring partnerships aim to shine a light on talent that whispers, ensuring we retain and develop diverse talent across sport. Through cross-organisational mentoring within the sport and physical activity sector, participants will collaborate with a mentoring partner to think differently, with fresh perspectives.

StreetGames have 14 members of staff across the organisation who are part of the programme. We have 9 mentees and 8 mentors.

Managing in a VUCA Environment

As part of StreetGames ongoing work with Kairos, we set up 4 sessions offered to all staff on Managing change in a Volatile, Uncertain, Complex and Ambiguous (VUCA) environment. Kairos is a global organisation with a cross-cultural network of coaches dedicated to leadership development and sustainable change.

8. Equality, Diversity and Inclusion group

Over the last year, the EDI group have been developing our 2021 - 2025 Strategy and Action plan. Both are now complete with Board approval and we will be releasing our Strategy over the coming weeks. The Action plan will look to sit alongside the Sport code of governance review which organisations have been asked to create as part of Sport England / Wales drive to promote EDI across its systems partners.

Our strategy will focus on 5 key areas and we will report against an action plan each year. The 5 areas of the strategy include:

1. **Diversity of voice** - Ensuring our internal and external programmes and interventions have diversity of voice at the heart of the design process
2. **Recruitment** - Increase the diversity of those applying, being offered and accepting roles at StreetGames – staff, contractors and Trustees
3. **Grow your own** - Plan for the long term of increase of movement from grassroots community sport into the StreetGames workforce and the wider sector
4. **Inclusive environment** - Provide a working environment where everyone feels able to be their whole selves
5. **Learning and development** - Create a learning culture which enables all trustees, staff and contractors to develop their knowledge and understanding in a way that they choose

9. Key highlights over the last year

Inclusion Calendar

Over the last few months we have been developing an Inclusion calendar in order for staff to share their experiences of events which matter to them, as well as how others can be positive allies. We have covered topics from well-being and health, the importance of Ramadhan, PRIDE month and most recently Black History Month.

Through the Equality, Diversity and Inclusion internal group we have identified charters and initiatives that share our ambition and will help support us to achieve our aims. Each is discussed and a review process is in place to agree which we take forward. This year we have completed Level 1 of the Disability Confident government backed scheme and joined the Race at Work Charter.

Well-being at StreetGames

As part of StreetGames commitment to staff well-being in order to drive a sense of belonging, we are piloting an approach of providing staff with a holistic approach to workplace wellbeing. This will sit alongside the practices and measures that already exist within the organisation. The approach will work through a holistic Wellbeing Strategy which covers both individual workplace wellbeing plans and where needed confidential and independent supervision.

Sue Heritage from Heritage Counselling and well-being services will be providing this support through a 1 day a week role.

The holistic Wellbeing Strategy will look to clearly outline the organisational aims to support all employees and will ensure clear communication and improve understanding of what workplace wellbeing looks like at StreetGames.

The strategy will cover the following 6 areas:

- a. Physical work environment
- b. Physical health investment
- c. Mental health investment
- d. Employee relationships
- e. Employee recognition
- f. Personal economic health (financial)

Individual workplace wellbeing plans – in recognition that the responsibility for wellbeing is both an organisational and individual approach, we will be recommending that all staff have personal wellbeing plans that identify both needs and actions for individuals. In adopting these plans this would both elevate the importance of personal wellbeing to the organisation but also outline the autonomy and ownership required by the individual.

As was commonly shared, all staff appreciate and recognise the place of the Employee Assistance Programme support currently available. However, the current access/usage is low and the understanding within the staff group is that the service is available for those requiring professional crisis mental health support. It is possible that a graded strategy could be implemented to support staff in relation to mental health and employee relationship management.

Inclusion at the heart of our work

As an inclusion charity our interventions and programmes are created with the end user in mind. We also know that in order to engage further with underrepresented groups, we need to collaborate at both a community and partner level. StreetGames have actively worked with a range of partners in order to develop initiatives which tackle inequalities in sport at all levels. Below are a few examples of this work:

North East

Elswick leisure pool is based in the west end of Newcastle in one of our most disadvantaged wards and with the city's largest South East Asian demographic, specifically from Pakistan, Bangladesh and India. Rashida Ahmed is the project lead at the centre and she has excellent relationships with various local groups including the local mosques. Rashida has arranged to work with the young people from the Central Mosque to introduce them to the leisure centre and they will plan out a weekly session for both a male and a female group, taking into consideration both cultural and religious boundaries for the young people and their families who will work with Rashida to design the activity offer.

North West

StreetGames have been working with Rochdale Leisure Trust & Yoginis Yoga Training to pilot a programme of yoga to underserved communities. This project aims to bring access to yoga & mindfulness to a range of diverse groups across the country. It was piloted first with a group of Muslim women aged 14-16 in Rochdale, exploring what the right activities, delivered in the right way might look like for Yoga. The 12-week programme of yoga & mindfulness explored with the girl's what yoga is, how it can be used to support good physical wellbeing and how this can be a gateway for further accessing yoga & mindfulness in their wider community as well as a life skill for building resilience.

Yorkshire

The NGB, England Cricket Board and StreetGames have been collaborating to create and develop sustainable cricket offers within LSEG communities through upskilling volunteers as mentors. The StreetGames Mentoring course, developing youth practice, has been delivered to 16 women from South Asian backgrounds in order to better engage and work with CYP across Leeds and Bradford. The programme is part of ECB campaign to engage more south Asian communities into sport through their DREAM BIG campaign.

London

London have invested in various Doorstep Sport interventions looking to tackle inequality faced by migrant communities and also raise awareness of racial inequality within the Black community developing workforce opportunities. Most recently we have set up and will be working with:

Ignite Trust (Harrow), who are delivering Doorstep Sport session. We will target and encourage participation from groups which are otherwise underrepresented in local community initiatives such as those from refugee and migrant backgrounds. This will involve us reaching out to other voluntary and community sector organisations that support this particular cohort, to make them aware of the sessions. We will also advertise our posters in at least one language other than English.

OK Club (Brent), this primary group who attend the club facility are young people from the Black community. This group of people are often unable to access professional coaching due to cost. The basketball Doorstep Sport sessions would not only make coaching available but would also offer the young people, parents and carers, the opportunity to train as basketball coaches and gain a recognised basketball qualification that would increase their chances of gaining employment as a coach.

Midlands

In partnership with the West Midlands Violence Reduction Unit (VRU), StreetGames (Strategic Advisor for Sport to the VRU) commissioned Loughborough University to conduct an academic literature review on the existing body of evidence referencing positive diversionary activities particularly those using sport/physical activity for vulnerable young females and women in the context of serious violence. In addition, Loughborough University conducted a qualitative research project exploring the perspectives of key stakeholders operating in the sport/physical activity, early help, and criminal justice sectors.

Wales

- **Get Out, Get Active (GOGA)**

Working in partnership with Disability Sport Wales, the GOGA project is a three-year funded project aiming to create an inclusive sport and physical activity environment for young people living in poverty, from ethnically diverse communities. The project is working across Newport, Cardiff and Swansea. The approaches will reach out to new audiences for fun and inclusive active recreation and see disabled and non-disabled people being active together. Volunteer and peer mentor support will be central to supporting people into active lifestyles in this dynamic programme which will put the collective insight and expertise of national and local partners into practice. To date, the project has engaged 138 participants in a range of activities including disability family swim, disability table tennis and Inclusive Football sessions.

- **Pride Cymru and Aura Leisure.**

As part of the 2021 summer Fit and Fed programme in Flintshire, North Wales, the mass partnership approach across the Local Authority included a targeted partnership with Pride Cymru. Young people within the local LGBTQ+ Community were consulted to create a fun and inclusive summer offer of doorstep sport and food, through the Fit, Fed and Read programme. This approach has been shared as best practice through the Pride Cymru Network, and the partnership continues to grow across North Wales.

10. Looking Ahead

This report reflects our first year of working towards the StreetGames 21 – 25 Strategy, and sets the foundations on our ambition and commitment to proactively drive Equality, Diversity and Inclusion at StreetGames. Progress has been made but there is plenty more to do. The commitment from staff to this work continues and is backed by an Executive team and Board who feel equally inspired.

We will publish the next Annual Action Plan in 2022 and expect this to include further adaptations to our recruitment and induction process as well as more activity to embed the ownership of EDI throughout all our teams.

Appendix

1. [StreetGames Equality, Diversity and Inclusion Strategy 2021 – 2025](#)
2. [Vulnerable Girls, Young Women and Sport: Research Report for the West Midlands Violence Reduction Unit \(VRU\)](#)
3. [Vulnerable Girls and Young Women and Sport in the Context of Violence Reduction: Literature Review](#)